



WDAF-TV

ORDER

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Flight Dates 10/25/12-10/26/12

Contract / Revision 585878 /

Original Date / Revision
10/24/12 10/24/12

Advertiser Spence, David/R/Mo Gov

Agency Smart Media Group LLC

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
SPENCE FOR MO GOV

Agency Com 15%

Billing Contact

814 King Street
Suite 400
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C25C26

Alt Order # 09851564

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ea

Priority 2

Advertiser Ref

Order Share 25% Market Value 24660

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	6165
KCWE	%	0
KMBC	25%	6165
KMCI	%	0
KPXE	%	0
KSHB	25%	6165
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	13	\$5,240.25	\$6,165.00	0.00	10/01/12	10/26/12	13	\$5,240.25	\$6,165.00
Totals	13	\$5,240.25	\$6,165.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	4	10/25/12	10/25/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1		\$200.00		0.00			
E 2	4	10/26/12	10/26/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1		\$200.00		0.00			
E 3	4	10/25/12	10/25/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1		\$200.00		0.00			



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Contract / Revision 585878 Flight Dates 10/25/12-10/26/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE FOR MO GOV

Estimate # C25C26

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 4	4	10/26/12	10/26/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
NOON NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--					1	\$200.00		0.00				
E 5	4	10/26/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	----F--	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
JUDGE JUDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--					1	\$250.00		0.00				
E 6	4	10/26/12	10/26/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
NEWS 5A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--					1	\$200.00		0.00				
E 7	4	10/25/12	10/25/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
NEWS 6A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---					1	\$200.00		0.00				
E 8	4	10/26/12	10/26/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	----F--	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--					1	\$375.00		0.00				
E 9	4	10/25/12	10/25/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$400.00	3	0.00	NM	1	\$400.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---					1	\$400.00		0.00				
E 10	4	10/25/12	10/25/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---T---	:30	1	\$540.00	3	0.00	NM	1	\$540.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---					1	\$540.00		0.00				
E 11	4	10/26/12	10/26/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--					1	\$800.00		0.00				
E 12	4	10/25/12	10/25/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	---T---	:30	1	\$400.00	3	0.00	NM	1	\$400.00	
NEWS 10P																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---					1	\$400.00		0.00				
E 13	4	10/26/12	10/26/12	M-F 630-7p M-F 630-7p	CM-All	630-7p (6:30 PM-7:00 PM)	----F--	:30	1	\$2,200.00	2	0.00	NM	1	\$2,200.00	
WHEEL OF FORTUNE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--					1	\$2,200.00		0.00				
														Totals	13	\$6,165.00



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Flight Dates 10/23/12-10/26/12

Contract / Revision 585515 /

Original Date / Revision

10/24/12 10/24/12

Advertiser Spence, David/R/Mo Gov

Agency Smart Media Group LLC

Buying Contact Nicole Graff

814 King Street
Suite 400
Alexandria, VA 22314

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product SPENCE FOR MO GOV

Agency Com 15%

Billing Contact

814 King Street
Suite 400
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C23C24

Alt Order # 09850996

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes SP-POL CAN POL

Product Codes PL1Ea

Priority DEFAULT

Advertiser Ref

Order Share 25% Market Value 49000

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	12250
KCWE	%	0
KMBC	25%	12250
KMCI	%	0
KPXE	%	0
KSHB	25%	12250
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	25	\$10,412.50	\$12,250.00	0.00	10/01/12	10/26/12	25	\$10,412.50	\$12,250.00
Totals	25	\$10,412.50	\$12,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$200.00		0.00						
2	4	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$200.00		0.00						
3	4	10/24/12	10/24/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$200.00		0.00						



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Flight Dates 10/23/12-10/24/12

Contract / Revision 585515 /

Original Date / Revision
10/23/12 10/23/12

Advertiser Nixon, Jay/D/MO/Governor

Agency Smart Media Group LLC

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
SPENCE FOR MO GOV

Agency Com 15%

Billing Contact

814 King Street
Suite 400
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C23C24

Alt Order # 09850996

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Eb

Priority 3

Advertiser Ref

Order Share 25% Market Value 24500

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	6125
KCWE	%	0
KMBC	25%	6125
KMCI	%	0
KPXE	%	0
KSHB	25%	6125
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	18	\$5,206.25	\$6,125.00	0.00
Totals	18	\$5,206.25	\$6,125.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/24/12	18	\$5,206.25	\$6,125.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	4	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$200.00		0.00						
E 2	4	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$200.00		0.00						
E 3	4	10/24/12	10/24/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$200.00		0.00						



Estimate # C23C24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	4	10/24/12	10/24/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$200.00		0.00			
E 5	4	10/24/12	10/24/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	--W----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
JUDGE JOE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$100.00		0.00			
E 6	4	10/24/12	10/24/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	--W----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$250.00		0.00			
E 7	4	10/24/12	10/24/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$200.00		0.00			
E 8	4	10/24/12	10/24/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$200.00		0.00			
E 9	4	10/24/12	10/24/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$375.00		0.00			
E 10	4	10/24/12	10/24/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	--W----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$400.00		0.00			
E 11	4	10/24/12	10/24/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	--W----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$400.00		0.00			
N 12	4	10/24/12	10/24/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--W----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$800.00		0.00			
N 13	4	10/24/12	10/24/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	--W----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$400.00		0.00			
N 14	4	10/24/12	10/24/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	2	\$600.00	3	0.00	NM	2	\$1,200.00
NEWS															



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Contract / Revision 585515 Flight Dates 10/23/12-10/24/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product SPENCE FOR MO GOV

Estimate # C23C24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount		
N 14	4	10/24/12	10/24/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	2	\$600.00	3	0.00	NM	2	\$1,200.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----					2	\$600.00		0.00				
N 15	4	10/24/12	10/24/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	2	\$375.00	3	0.00	NM	2	\$750.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----					2	\$375.00		0.00				
N 16	4	10/24/12	10/24/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--W----	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
JUDGE JUDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--W----					1	\$250.00		0.00				
														Totals	10	\$6,125.00